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CLAIMS

5 1. A storage medium attachable to a replaceable component of an apparatus, the storage medium comprising a hologram.

- 2. The storage medium of claim 1 wherein the storage medium further comprises a laser writeable storage medium.
- 3. The storage medium of claim 1 wherein the hologram includes a company logo.
- 4. The storage medium of claim 1 wherein the storage medium comprises an adhesive for attachment to the component.
- 5. The storage medium of claim 1 wherein the storage medium snapfits to the component.
- 6. The storage medium of claim 1 wherein the storage medium is readable.
- 7. The storage medium of claim 1 wherein the storage medium is writeable.
 - 8. A print cartridge comprising a storage medium.
- 9. The cartridge of claim 8 wherein the storage medium comprises a hologram.

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- 10. The cartridge of claim 8 wherein the storage medium comprises indicia of authenticity.
- 11. The cartridge of claim 8 wherein the storage medium comprises a laser writeable storage medium.
 - 12. The cartridge of claim 8 wherein the cartridge comprises an ink jet printer cartridge.
- 13. A system comprising a R/W device and a component, wherein the component includes a R/W storage medium that interfaces with the R/W device.
 - 14. The system of claim 13 wherein the storage medium includes at least one of a hologram and a laser writeable storage medium.
 - 15. The system of claim 13 wherein the system further comprises a manufacturing line, the manufacturing line including the R/W device.
 - 16. The system of claim 13 wherein the component includes a printer cartridge.
 - 17. The system of claim 13 wherein the system further comprises an image forming device, the image forming device configured to receive the component and including the R/W device.
 - 18. A method of reading data from a storage medium attached to a component, the method comprising:

emitting energy from a device positioned in proximity to the storage medium, wherein the device is at least one of readable and writeable;

detecting energy reflected from the storage medium; and determining a bit value based on the detected energy.

- 19. The method of claim 18 wherein the component is a printer cartridge.
 - 20. The method of claim 18 wherein the device is housed in a printer.

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- 21. The method of claim 20 wherein the component is installed in the printer.
- 22. The method of claim 18 wherein the emitting comprises laser 10 emission.
 - 23. A method of writing data to a storage medium attached to a component comprising:

instructing a device, wherein the device is at least one of readable and writeable; and

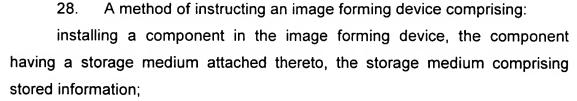
emitting energy from the device, the emitting based on the instructing and the device positioned in proximity to the storage medium.

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- 24. The method of claim 23 wherein the device is housed in a printer.
- 25. The method of claim 23 wherein the component includes a printer cartridge.
- 26. The method of claim 23 wherein the emitting includes laser 25 emission.
 - 27. A printer comprising components, at least one of the components having a laser storage medium attached thereto, wherein the storage medium is at least one of readable and writeable.

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reading the stored information; and instructing the image forming device based on the stored information.

- 29. The method of claim 28 wherein the component includes a printer cartridge.
- 30. The method of claim 28 wherein the stored information indicates a characteristic of the component.
- 31. The method of claim 30 wherein the characteristic includes a characteristic selected from at least one of age, use, prior use, compatibility, manufacturer, and fluid level of the component.